

KENTUCKY WORKFORCE INVESTMENT BOARD

BUSINESS MEETING

May 7 – 8, 2003

**Jenny Wiley State Park
Prestonsburg, Kentucky**

MINUTES

Members Present: Mr. Baker, Mr. Garrison, Colonel Head, Mr. Jackson, Ms. Jones, Mr. McQueen, Ms. Meurer, Mr. Mills, Mr. Oilschlager, Senator Pendleton, Mr. Rapier, Mr. Richardson, Mr. Richmond, Secretary Rose, and Ms. Taylor.

Members Absent: Mayor Abramson, Representative Adams, Senator Borders, Representative Clark, Mr. Clouse, Governor Collins, Mr. Dixon, Mr. Geary, Ms. Grissom, Ms. Lassiter, Mr. Layzell, Mr. McCall, Mr. Ramsey, Mr. Sotsky, and Ms. Tamme.

CALL TO ORDER

Chairman Ken Oilschlager called the meeting to order at 3:35 p.m. Roll was called by Cassandra Bagley and a quorum was not established on May 7th. No action items were taken up. Quorum was established on May 8th and committee reports were acted upon.

Chair's Comments:

- Welcome extended to four new board members:
 - Tom Layzell – Postsecondary Education
 - Sue Tamme – Baptist Hospital East
 - Ted Richardson – Stratford Development Company
 - The Honorable Jerry Abramson – Mayor – City of Louisville
- A local elected official slot is vacant; expected to be filled quickly.
- A Kentucky Employability Certificate (KEC) kick-off was held in Owensboro. This is a very exciting initiative involving several state associations that support and promote the Work Keys ® system. The business community is very excited and supportive of KEC, as was exemplified by the significant business attendance at the kick-off event.
- WIA is in the process of reauthorization. At this time, there may not be reauthorization but a continuing resolution. A Senate Bill has been introduced.
- Bob Knight and Ed Barlow will conduct a strategic planning session on the second day of this meeting.
- On behalf of the board, an appreciation resolution and plaque was presented to Secretary Rose for his service to the Cabinet and the KWIB.
- There will be a reception in honor of the secretary on May 19th.

OTHER COMMENTS:

Comments from Secretary Allen Rose:

- Thank you extended to all in attendance and for serving on the board
- Secretary Rose extended his appreciation and the opportunity to work with everyone over the past years.
- Secretary Rose introduced Willie Lile as his successor.
- He was very pleased with the development of one stops.
- Expressed his appreciation working with Appalachian Regional Healthcare and Sullivan University.
- Secretary Rose presented with Chairman Oilschlager with a token of his appreciation for dedicating many hours of volunteer service to the KWIB.

Administrative Update - Susan Craft:

- The Department has conducted 33-34 Rapid Response activities
- National Emergency Grant is progressing very well. A modification will be made to include dislocated workers since December and prior to June 30th.
- Kentucky may not be eligible to 2001 Incentive funds due to not meeting the 70% required response rate for customer surveys. Correspondence has been written to Secretary Chao seeking a reduction of the required 70% to 50% of the customer survey. All other established standards were met. A determination has not been received to date.
- Increased coordination is being planned to provide technical assistance to local workforce investment areas.

Presentations were made by Commissioner, J.R. Wilhite – Kentucky Economic Development Cabinet and Commissioner, Gene Wilhoit – Kentucky Department of Education

ACTION ITEMS/DISCUSSION

- Motion was made with second approving the minutes from the February 13, 2003, Kentucky Workforce Investment Board meeting. Motion was approved.
- The Honorable John David Caudle – Circuit Judge, Floyd County swore in new board member Ted Richardson
- The second day was devoted to a strategic planning session entitled “Creating a Competitive Workforce Advantage for Kentucky” conducted by Ed Barlow and Bob Knight. This two-part planning session consisted of: Part I – A Collaborative Capacity and Part II – Trends and Issues. This was a kick-off of the strategic planning sessions to be held in the 10 local workforce investment areas.

At the November Workforce Board meeting, Mr. Barlow and Mr. Knight will report out and present a final strategic plan.

COMMITTEE REPORTS:

Accountability and Funding Committee: - This committee did not meet.

Business and Industry Committee: Kay Meurer presented report.

- Business Service Pilots/National Business Engagement Consortium
 - The response rate to the campaign has been good. The business liaisons are working hard on following up on leads.
 - Bluegrass, Lincoln Trail and Cumberlands are the three areas involved in the pilot campaign. The goal of the campaign is to increase awareness and use of one-stops within the business community. The campaign targeted businesses in transportation, retail, manufacturing and business services sectors.
- An update was given on Make It! In Manufacturing Technology Campaign. Discussion has taken place with the Cabinet and AIK. AIK has expressed interest but does not have the funds available at the present time to invest in this campaign. It has been indicated the possibility of available funds later in the year.

Local Liaison/Marketing and Public Relations :

- Nicky Rapier presented report.
- Update was provided on incentive funding:
 - For Program Year 1999 - \$116,215 needs to be expended. Commissioner Craft assured the committee that the money would be spent by June 30, 2003.
 - For Program Year 2000 - \$5,000 is un-obligated
- One-Stop evaluation project through Charter Oak is continuing
 - By the end of the contract period (8/31/03) Charter Oak will bring in the data that they can access. Local areas will be trained by Charter Oak in reading this data.
- Marketing:
 - The committee discussed how to market the new state logo and tag line
 - Committee recommended that all cabinet departments and local areas are encouraged to incorporate the logo and tag line into their marketing materials and operations.
 - A marketing plan needs to be developed for the governor's reserve funds

Youth Committee:

- Colonel Head presented the committee report.

- The Sheldon Clark High School – Martin County – youth program was spotlighted during the committee meeting. Marcie Hanson, Director, gave an overview of the program of which is one of the Job's for Kentucky Graduates (JKG) programs.
- The About Face! program has not been finalized
- Resource Mapping Project:
 - Focus groups are being conducted in conjunction with Local Workforce Investment Areas.
- DTR staff and LWIA staff youth leads met with Bullitt and Carroll Counties Jobs for America's Graduates (JAG) programs as well as the Pendleton County WIA Youth Program to discuss their involvement with the Alternative Sentencing Program.

Chairman Oilschlager adjourned the meeting at 12:30 p.m.